

Case Study

Financial Literacy Outreach Campaign

Howard University, a premier historically Black research institution founded in 1867, is dedicated to excellence, leadership, service, and truth, preparing scholars and professionals to drive meaningful change. In partnership with the Citi Foundation—an organization committed to promoting financial inclusion, youth employment, and equitable community development—and the DC Small Business Development Center (DCSBDC), the only nationally accredited program supporting entrepreneurs across Washington, DC, the university plays a vital role in strengthening the small business ecosystem. Together, these institutions provide underserved communities with access to financial literacy, training, and resources that empower business owners, foster economic resilience, and build stronger, more vibrant communities.

To view the outreach plan: [FLOW Marketing and Outreach Plan](#)

Type of Organization:
University, Foundation

Location:
Washington, D.C.

Services Provided by Kennedy Consulting Group:

Digital Media, Social Media Planning, Community Engagement, Curriculum Planning, Virtual Event Planning, Public Relations, Marketing, Advertising, Communications Strategy, Performance Tracking, Project Management, Branding

Project Overview

The DC Small Business Development Center (DCSBDC), in partnership with Howard University and supported by the Citi Foundation, hired Kennedy Consulting Group to create and launch the FLOW with Financial Fridays initiative to strengthen financial literacy among underserved residents, students, and small businesses in Washington, DC. The program provided virtual and on-demand workshops designed to help participants improve money management skills, reduce debt, and plan for long-term financial stability. Through a mix of community partnerships, targeted outreach, and dynamic digital engagement, the initiative aimed to empower individuals, cultivate stronger families, and build sustainable, financially resilient communities.

Challenges

The launch of the FLOW with Financial Fridays series came with several challenges. Our team had to build the curriculum entirely from the ground up, which meant there was no existing branding or recognition for the series. They also faced stiff competition from other online trainings already available to the community, making it difficult to stand out in a crowded digital space. Spreading the word and reaching underserved audiences required extra effort and creativity. To address these barriers, Howard University's SBDC engaged Kennedy Consulting Group to create compelling content designed to capture attention and engage both residents and small businesses across DC.



+240.353.3146

create@kennedyconsulting.net

www.kennedyconsulting.net

Actions

In response to the challenges faced by Howard University's SBDC and the Citi Foundation, Kennedy Consulting Group developed and executed a series of targeted strategies to build visibility, credibility, and engagement for the FLOW with Financial Fridays initiative. These efforts combined thoughtful content creation, innovative campaigns, and strategic media placement to amplify the program's reach and impact.

1

Virtual Training Series Development

Kennedy Consulting Group expertly planned and executed six virtual training sessions, managing every detail from content writing and script development to booking guest speakers, creating promotional marketing materials, and moderating live discussions. This ensured a polished, professional experience that resonated with residents and small business owners alike.

2

Youth Financial Literacy Campaign

To engage younger audiences, the team successfully launched Sammy the Saver, a creative financial literacy comic series designed for school-aged children ages 7–16. This innovative campaign introduced financial education concepts in a fun, accessible way, expanding the program's reach to include families and students.

3

Media Visibility & Public Relations

Kennedy Consulting Group secured a high-profile interview with FOX 5 for SBDC Director Carl Brown, spotlighting the FLOW initiative and the Sammy the Saver series. This media coverage significantly increased public awareness and credibility, helping the program stand out in a competitive online training landscape.

Analytical Results

Kennedy Consulting Group managed the communications, public relations and community engagement outreach resulting in the following achievements.

957,562 REACH

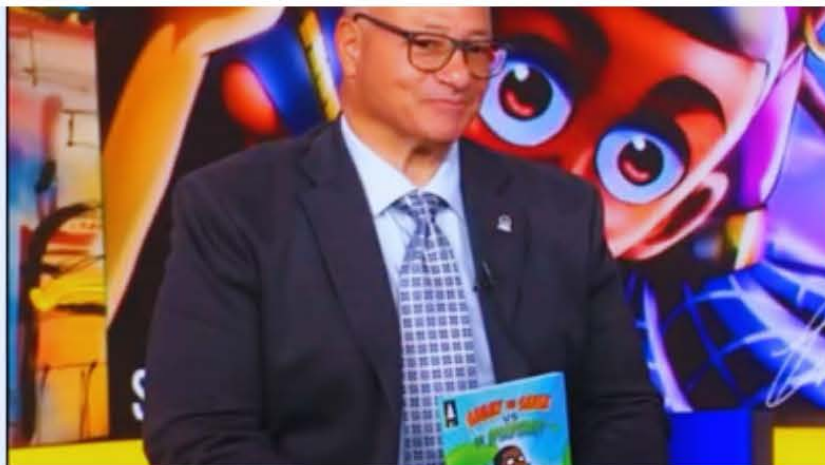
Using email marketing, website views, social media posts, FLOW branding campaign, virtual training platforms, media relations, Kennedy Consulting Group was able to reach 957,562 in combined engagement and participation.

In addition to the targeted communications and outreach campaign, Kennedy Consulting Group achieved the following results:

- Planned and Executed 6 Virtual Training Events**
- Secured Top Interview on FOX 5**
- Booked 15 Guests**
- Tracked Overall Performance**
- Created Branded Marketing Materials**
- Scheduled Social Media Campaigns**
- Created Digital Media Marketing Collateral**
- Created & Disseminated Surveys to Participants**
- Launched Sammy The Saver in DC Public School**

Howard University Citi Foundation SBDC

Howard University's SBDC, in partnership with the Citi Foundation, worked in alignment with Kennedy Consulting Group to execute a Communications and Outreach campaign that expertly launched the Financial, Literacy, Outreach, Wealth Campaign.



Contact Us:

Kennedy Consulting Group

www.kennedyconsulting.net

Washington, Maryland, Virginia.

P: (240) 240-353-3146

E: create@kennedyconsulting.com

